

Finding Academic Collaborations in France

HTL Program Overview

The Hospitality & Tourism Law Program, a curriculum of comprehensive courses examining the hotel industry, is based at the American University, Washington College of Law in Washington D.C. HTL is a program that combines legal studies with practical education in hotel operations. HTL has been able to reach American students and audiences, but with limited resources and a small staff, was unable to effectively find strategic international connections.

The Request to CS

Seeking to extend its program to France and Europe, HTL contacted CS and was teamed with Daniel Gaines in D.C. and Isabelle Singletary in Paris. They first took the time to understand HTL needs and carefully explained the types of services available from CS. They created a rigorous plan to match HTL with compatible programs in France at a fee that was supremely affordable.

The Expertise of CS

On a remarkably consistent basis, the U.S. Foreign Commercial Service team quickly responded to each request for help and was able to adjust its plans for the HTL changing perceptions and needs. Once the plan was finalized, CS then canvassed schools in France. After vetting the connections, CS scheduled meetings with key senior school deans and administrators at 3 universities in Paris and 3 universities in surrounding regions. When the director of HTL arrived in France, the itinerary was set and Ms. Singletary either attended the meetings or provided detailed information about the principals, plus insights into French culture and academic expectations.

The Result

As a result of those introductions, the Hospitality & Tourism law program is now providing academic courses in France and French students are planning to take courses and internships in the U.S. HTL has been approached about collaborating with French universities. In short, CS exceeded every expectation, was forceful in backing HTL, and nimble and nuanced in dealing with inevitable changes.

U.S. Commercial Service—Connecting you to global markets.



"I am forever grateful to the U.S. Commercial Service, Daniel Gaines, & Isabelle Singletary for their unconditional help in throwing the might of CS services and making a small academic program feel like an Ivy League power. Based on their work, tenacity, and ideas, we have now established a presence in France."

Steven G. Shapiro,
Program Director

